

Astral Media Visual Identity Guidelines



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Our logo reflects our leadership as one of Canada's foremost media companies. The letter "A" conveys strength and confidence. The opening in the letter symbol encompasses Astral, the brand under which all the Company's business units come together. The word "media," set in a different typestyle, suggests determination and forward movement. In sum, our visual identity graphically expresses the Company's name as we move forward in our core operations: television, radio, outdoor advertising and e-business.



The logo comes in two official versions. Either version may be used, depending on context. The vertical version is the standard corporate logo and must be used as much as possible. In contexts where the letter symbol may be prominently featured (as in printed covers or in some advertising layouts), it may be more appropriate to use the horizontal logo.

Vertical version



Horizontal version



The logo may appear in positive or reverse, in the two official colours or in black and white. The positive and reverse versions are presented below. The positive version should be used on a white or very light-coloured background. If the logo is to appear on a medium-to-dark or a black-coloured background, the reverse version of the signature should be used. Various adjustments have been made to this version of the logo so that it appears identical to the positive version. Guidelines for the application of these versions on a variety of backgrounds are included in this section. Please refer to them when in doubt.

Positive colour version



Reverse colour version



Positive monochrome version



Reverse monochrome version



Colour plays an important role in creating a strong corporate image. The consistent and effective use of colour is a key component of the graphic identification system. Our official colours are taken from the Pantone® Reference Matching System (PMS). They should be specified at all times when preparing material for offset printing. Whether coated or uncoated papers are specified, the PMS reference remains the same. In 4-colour process printing, it is important that the Pantone Blue 300 and Pantone Gray 445 remains reference colours to be matched as close as possible. For other printing processes (such as silkscreening, flexography or backlit material) always consult a specialist. Colour formulas for 4-colour process printing and its RGB equivalent for electronic media are supplied herein.

There are two official colours for the logotype.
Pantone Blue 300 for the letter mark.
Pantone Gray 445 for the typography.

Pantone: Blue 300
CMYK: 100 / 43 / 0 / 0
RGB: 0 / 79 / 179



AstralMedia®

Pantone: Gray 445
CMYK: 15 / 0 / 11.5 / 69
RGB: 69 / 77 / 82



AstralMedia®

Pantone: Blue 300
CMYK: 100 / 43 / 0 / 0
RGB: 0 / 79 / 179

Pantone: Gray 445
CMYK: 15 / 0 / 11.5 / 69
RGB: 69 / 77 / 82

In extraordinary situations, as in signage or prestige applications, the logo may be printed in Pantone Silver 877, etched in aluminium, stainless steel or glass. For prestige printing, silver foil stamping and blind embossing may also be considered.

Please submit designs for the above-mentioned applications to the Communications Department.

Pantone: Silver 877



Pantone: Silver 877

The use of the Utopia family of type is mandatory throughout the Astral Media identification system. It is an integral part of the logo and its use in body copy harmonizes well with the overall visual identity. When a sans serif character is required, the Berthold Imago family must be used. It is the official secondary typeface used on all stationery items. It can also be used for titles or subtitles in various situations. The combination of both of these typefaces will produce a balanced standard version of the overall visual identity of Astral Media. Other type families may be introduced, but restraint should be exercised when doing so.

Principal typography
Utopia regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Principal typography
Utopia italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Secondary typography
Imago light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

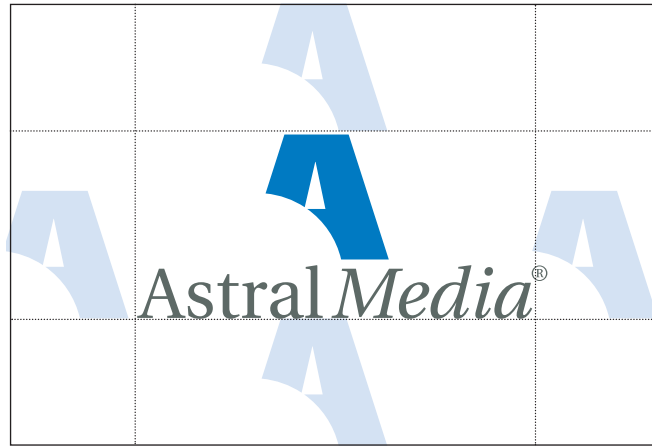
Secondary typography
Imago medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

Secondary typography
Imago Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

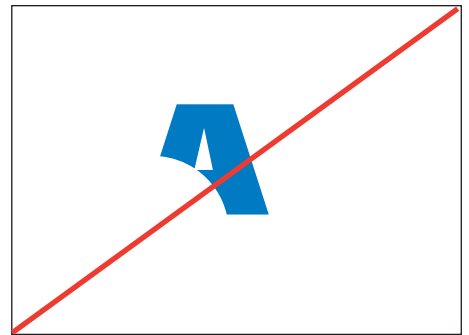
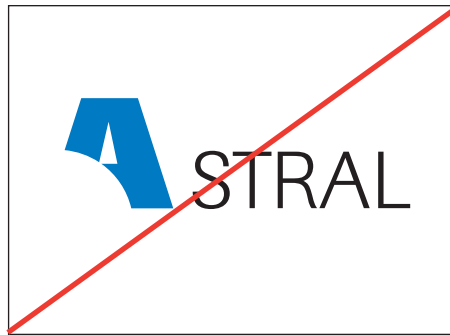
For both versions of the logo to be most effective, the space around them must not be less than the established minimum amount indicated by the shaded “A” illustrated below. The width and the height of the letter symbol determines the minimum free space that must be preserved around the logo. This space is particularly important in publication design and advertising where the signature may appear with other typography, illustrations, photographs or other logos. Such elements should not encroach upon the minimum space allowances. An alternate protection space exists when the logo is used in a band (see pages 19 and 20).

Vertical version**Horizontal version**

This page illustrates incorrect uses of the logo. Any alteration in the letter form, the official typography or official colours is prohibited. The original logo design should be preserved at all times. However in certain applications (e.g. logo animation) the logo may be adapted to the context. Any adaptation of the symbol (e.g. to a virtual environment or a 3D context) should be done with restraint and should never stray from the intrinsic nature of the identity. An example of these applications is included in the on-air signature section of this manual.

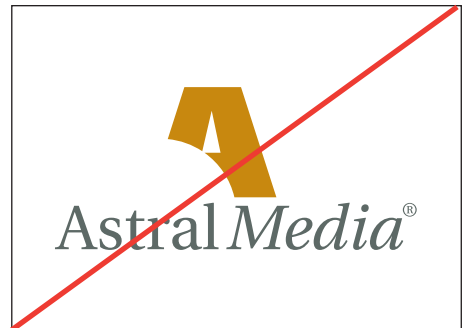
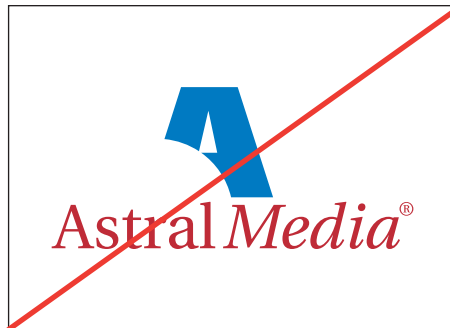
Improper use of the letter symbol

Never use the letter symbol as a dropped cap, a play on words, or an element of a headline or tagline. Never decompose the logo.



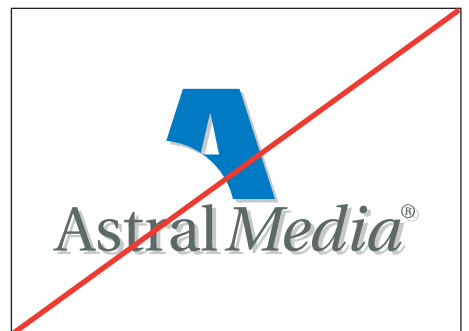
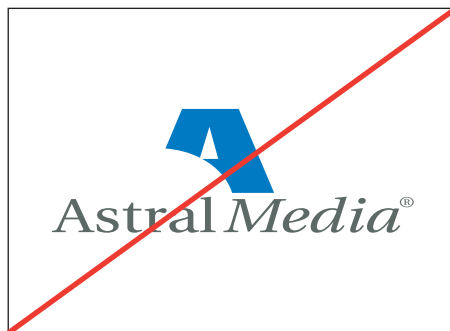
Improper use of colour

The logo colours are Pantone 300 and 445.



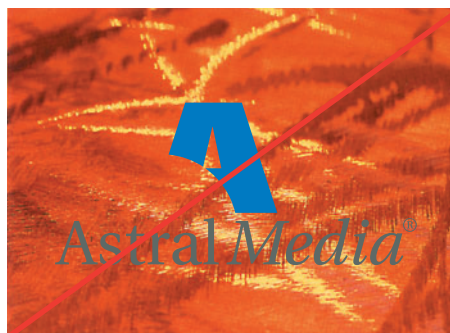
Improper distortion of logo

Do not stretch or compress logo or add unnecessary halos or drop shadows.



Improper reproduction on backgrounds

Do not use the logo on coloured or textured backgrounds or on photos that would affect its legibility.



The main design goal of the new Astral Media visual identity system is to present the logo so that it is instantly recognizable. It will invariably appear on different coloured backgrounds. The examples below illustrate the basic application principle, but they are not intended as a restrictive colour palette. Certain background colours are not compatible with the two-colour version; in such cases the black and white version should be used. It is important to exercise restraint when selecting a version of the logo that maintains clear legibility and a harmonious colour combination.

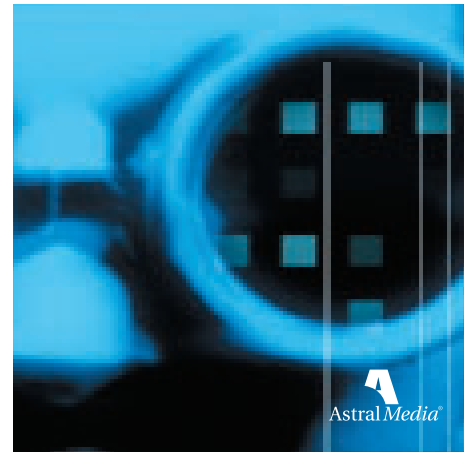


The logo should only be applied to a photo if the elements of the image do not hamper its legibility. Sufficient contrast must be ensured to maintain legibility. The visual support, especially in the area where the logo will appear, should be free of complicated detail. For optimal effect, certain areas of the photograph may be lightened or darkened to provide satisfactory contrast.

Effective contrast between the photo and either of the official colour versions of the logo must be ensured.



When the logo must be applied to a complex or colourful photograph, it is possible to choose the monochrome version either in positive or reverse.



Corporate Architecture












13	Corporate structure
14	Levels of ownership
16	Endorsement signature (TV)
17	Endorsement signature (radio)
18	Endorsement signature (others)
19	Construction of the band
21	Position of the band
22	Full or Controlling ownership (stationery)
23	Co-ownership






Various levels of ownership exist in the Astral Media brand structure, each requiring a different system of application of the corporate logo. On the following page, a chart illustrates the ownership levels of all units.

Where business are wholly owned, we refer to them in this manual as **full ownership** situations. Where business units are owned in a **co-ownership** situation where Astral is in a controlling position, we refer to them in this manual as a **controlling ownership** situation. Where business units are owned in a **co-ownership** situation where Astral Media or one of its units is not in a controlling position but where Astral manages these business units, we refer to them as **managing ownership** situations. Where business units are owned in a **co-ownership** situation (50/50), we refer to them as **co-ownership** situations. These different situations may require different approaches.

The following pages provide the basic guidelines governing the use of the Astral Media logotype by itself in a **full ownership, controlling ownership, managing ownership** or **co-ownership** situation. It is important to follow the guidelines provided in this manual.

This chart illustrates the hierarchy of all Astral Media business units and their level of ownership. Please refer to it when in doubt or contact the Communications department at Astral Media.

OPERATIONAL UNITS	OWNERSHIP LEVEL	KEY SERVICE BRANDS	LOGOS
Astral Media			
Astral Television Networks	Full ownership	The Movie Network	
	Full ownership	Super Écran	
	Full ownership	Family	
	Controlling ownership	MPix	
	Controlling ownership	Viewer's Choice	
	Managing ownership	Canal Indigo	
			
Les Chaînes Télé Astral	Full ownership	VRAK.TV	
	Full ownership	Canal D	
	Full ownership	Z	
	Full ownership	Canal Vie	
	Co-ownership	Séries+	
	Co-ownership	Historia	
			
			
			

Astral Media Radio	Full ownership	Astral Media Radio	
	Full ownership	Énergie	
	Full ownership	RADIO RockDétente	
	Full ownership	boom fm	
	Full ownership	CIKX 93.5	
	Full ownership	CKTY 99.5	
	Full ownership	CKTO 100.9	
	Full ownership	CJCJ 104.1	
	Full ownership	CFXY 105.3	
	Full ownership	CIBX 106.9	
	Full ownership	CKHJ 1260	
Astral Media Plus	Full ownership	Astral Media Plus	
	Full ownership	Astral Media TVPlus	
	Full ownership	Astral Media Mix	
Astral Media Outdoor	Full ownership	Astral Media Outdoor	
Artech Digital Entertainments	Controlling ownership	Artech	

In cases where Astral has full or controlling ownership of a television network, a system of bands has been designed to position the logo and the endorsement signature **“An Astral Media network.”** This signature must accompany the Astral Media logo on all communications pieces of television properties, except for outdoor advertising. The parameters for the construction of the band will be clearly explained in the following pages. Even if more than one logo appears in a communication piece, the endorsement signature stays singular.

Black version

An Astral Media Network



An Astral Media Network

**White version**

An Astral Media Network



An Astral Media Network



In cases where Astral Media has full or controlling ownership of a radio station, a system of bands has been created to position the logo and the endorsement signature “**An Astral Media Radio Station**”. This signature must accompany the Astral Media logo on all communication pieces for radio properties except for outdoor advertising. The parameters for the construction of the band will be clearly explained in the following pages. Even if more than one logo appears in a communication piece, the endorsement signature stays singular.

Black version

An Astral Media radio station



An Astral Media radio station

**White version**

An Astral Media radio station



An Astral Media radio station



In the cases of Astral Media Mix, Astral Media Outdoor, Astral Media TVPlus, Astral Media Radio and Astral Media Plus, the use of the band in communication pieces is dropped since the Astral Media logo is already present in the brand logos.




The logo and endorsement signature are to be placed in a band at the bottom of the document or printed ad. A white or black band may be used, depending on the density of the layout – the choice is the art director's. The examples below demonstrate how balance is maintained between the logo's dimensions, the band and the uppermost zones. Only the horizontal version may be used, and it must be positioned to the extreme right, always occupying 20% of the total width of documents. The height of the band is determined by the height of the upper-case "A" in the Astral Media logo. In some exceptional cases like a newspaper banner ad, the 20% rule can't be used properly. For these exceptions **only**, the percentage used to construct the band can be reduced to 15% or 10%. The 20% rules will prevail in most cases. Please contact the Communication Department if in doubt.

The 20% rule
(calculated from the total width of the document)

An Astral Media Network		 Astral Media®	
		20 %	

Band height

An Astral Media Network			
		20 %	

The minimum document size is 4 in.
(For all formats smaller than 4 in,
do not use the endorsement signature.)

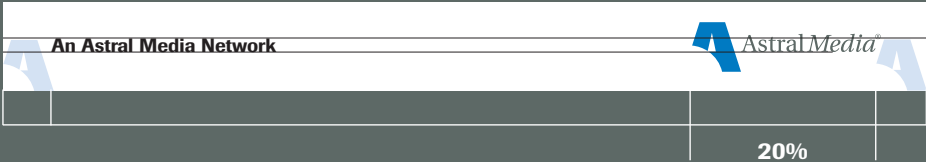
An Astral Media Network		 Astral Media®	
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The width of the letter “A” determines the left and the right margins. The endorsement signature “An Astral Media network” must be in Berthold Imago Medium typeset, using upper and lowercase letters. The size of the signature is governed by the height of the Astral Media logo (see below). The signature must always be to the extreme left of the band, with the Astral Media logo to the right. The baseline of the signature is always aligned with the baseline of the typography in the Astral Media logo.

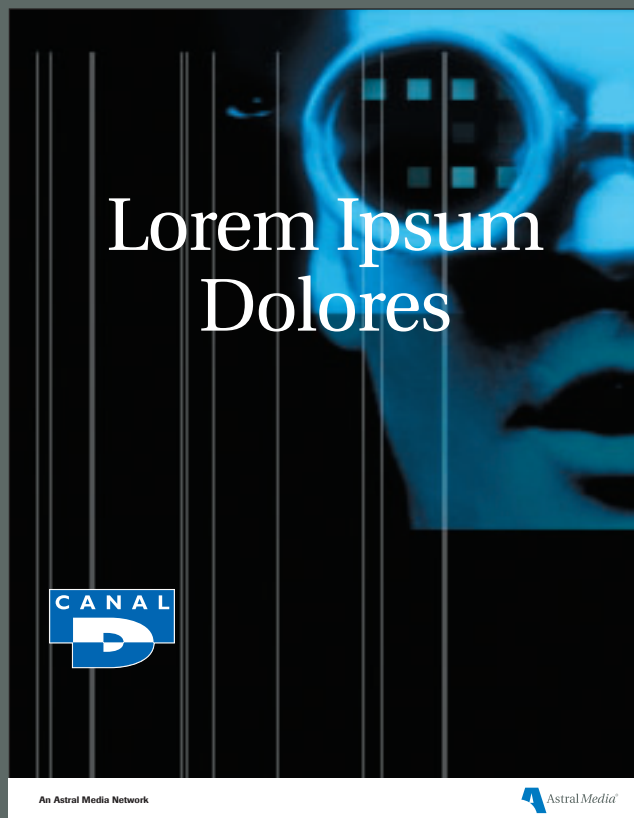
Margins



Signature size



The band must occupy the entire width of the printed piece and always be placed at the bottom. It is preferable to use the version of the band that offers the best contrast with the rest of the surface. No foreign graphic element may penetrate the band.



In stationery items, the logos are stacked and separated by a fine rule. Electronic templates are supplied in this manual for all the stationery items of all business units. These logos are optically sized and aligned, and should not be reconstructed under any circumstances. Always use the electronic templates supplied on the enclosed CD-ROM.

In the cases of Astral Media Mix, Astral Media Outdoor, Astral Media TVPlus, Astral Media Radio an Astral Media Plus, only the Astral Media logo will appear on stationery. The brand name will appear in the text part of the stationery.



In a co-ownership situation, the Astral logo stands side-by-side with the partner's logo. They are separated by a fine rule. A legal mention is added to further establish the corporate relationship. Electronic templates of these grouped signatures are supplied on the CD-ROM. They can be resized as needed, but should not be reconstructed. Optical sizing and positioning have been carefully established to maintain optimal cohesion throughout the system. Logos may appear either in their positive versions (black and white or colour), on light backgrounds or in reverse versions on darker-coloured backgrounds. Never reproduce these grouped signatures smaller than they appear below.

**Co-ownership
(printed material)**



**Co-ownership
(printed material)**



**Co-ownership
(stationery application)**

